

Job Title: Phambassador Street Team Member

Location: Philadelphia, PA

Job Type: Contract

Reports To: Street Team Coordinator

Job Summary:

The Philadelphia Phambassadors Campaign is seeking passionate, outgoing, and Philly-proud individuals to join our Street Team! As a Phambassador Street team member, you'll be part of a high-energy crew that hits the streets to promote the Phambassador program - a movement that celebrates all things Philadelphia — from local businesses and events to arts, culture, and neighborhood pride. You'll help us spread love the Philly way by engaging directly with residents and visitors across the city.

Key Responsibilities:

- Represent the Phambassador program at local events, neighborhoods, festivals, and key Philly landmarks
 - Distribute branded materials (flyers, merch, giveaways) and share campaign messages
 - Engage with the public to spark conversations about Philly culture, pride, and community initiatives
 - Set up and break down event activations and promotional displays
 - Document street-level activity through photos, videos, and testimonials (for social media use)
 - Share feedback and community insights with the program's marketing team
 - Maintain a positive, friendly, and professional image at all times
 - Follow all program guidelines and city safety protocols
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Qualifications:

- Deep love for Philadelphia and knowledge of its neighborhoods, culture, and local spirit
 - Outgoing and engaging personality; comfortable talking with diverse groups of people
 - Reliable, punctual, and capable of working independently and as part of a team
 - Flexible schedule — must be available for nights, weekends, and pop-up events. Expectations will be to work 4-5 shifts a month.
 - Able to lift and transport promotional materials (up to ~30 lbs)
 - Social media savvy a plus (especially TikTok, Instagram Reels, or street photography)
 - Previous experience in promotions, street marketing, or community outreach is a bonus
 - Access to a vehicle preferred
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What You'll Get:

- Be part of a movement that celebrates and uplifts Philadelphia
 - Free campaign swag, merch, and access to local events
 - Flexible, part-time hours with pay of \$15/hour
 - Opportunity to build experience in grassroots marketing, event activation, and community engagement
 - Make meaningful connections with local organizations and fellow Philly lovers
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How to Apply:

Send a short note about yourself (and why you love Philly!) along with any relevant experience to **phamstreetteam@phlvisitorcenter.com** with the subject line:

“Phambassador Street Team Application – [Your Name]” to begin the application process.